<center>**REMARKS**</center>

In the Final Office Action mailed February 25, 2008 claims 1-25 are currently pending. Independent claims 1-7, 12-18 and 22-25 stand rejected under 35 U.S.C. § 102(b) as being allegedly anticipated by Kanefsky (US Publication No. 2002/0032750). Claims 8-11 and 19-21 are rejected under 35 U.S.C. § 103(a) as being allegedly unpatentable over Kanefsky (US Publication No. 2002/0032750).

Applicants respectively traverse. After a careful review of the Office Action, the cited references, and Applicants' claim clarifications, Applicants respectively request reconsideration in view of the following remarks.

I.   CLAIM REJECTIONS UNDER 35 U.S.C. § 102(b)

All pending independent claims, including claims 1-7, 12-18 and 22-25, stand rejected under 35 U.S.C. § 102(b) as being allegedly anticipated by Kanefsky (US Publication No. 2002/0032750) ("Kanefsky 750"). Applicants respectively traverse.

A.   *Applicants' Presently Claimed Invention*

Applicants' presently claimed invention is generally directed to a server for offering an internet portal comprising a menu comprising menu-items to a mobile terminal. Such a server is generally used by, inter alia, mobile network providers, with said network-unit for example being a switch, a router, a bridge, a base station, etc. Applicants' Specification Page 1, Lines 5-10.

As Applicants' explain, United States Patent No. 6,199,077 discloses a portal server for offering a portal to subscribers using fixed terminals like personal computers coupled to the portal server via a Public Switched Telephone Network (PSTN) or an Integrated Services Digital Network (ISDN). This portal comprises a menu comprising menu-items items like Search,

Agent, Last, Update and Add, which menu-items, together with the rest of the portal, are being displayed on the terminal's display. Thereto, the portal signal comprising the menu-item signals is transmitted from the portal server to the fixed terminal, resulting in said portal together with said menu comprising said menu-items being displayed entirely or partly respectively dependently upon said display being large enough or not respectively. In response to the activation signal comprising the menu-item code originating from said fixed terminal, for example as a result of said subscriber having made a mouse click on said menu-item, this menu-item is activated, resulting in the start of a Search, the activation of an Agent which may be programmed to perform certain tasks such as obtaining account information, executing simple transactions, returning user-requested notification information about upcoming events, etc. Applicants' Specification Page 1, Lines 11-31.

As Applicants explain, such a known server as disclosed in United States Patent No. 6,199,077 has certain disadvantages. For example, one such disadvantage is that, due to offering an Internet portal which is insufficiently user-friendly when visiting this portal via a mobile terminal, like for example a mobile phone, having a small(er) sized display. Applicants' Specification Page 1, Line 32 – Page 2, Line 4.

To overcome such disadvantages, one object of Applicants' proposed method and system is to provide a server that can offer an Internet portal to a mobile terminal, like for example a mobile phone having a small(er) sized display, in a more user-friendly way. Applicants' Specification Page 2, Lines 1-4.

Applicants' proposed server offers an Internet portal comprising a menu comprising menu-items to a mobile terminal, with at least some of the menu-items each being linked to at least two sub-menu-items. Applicants' Specification Page 2, Lines 15-19. This linkage between

menu items and sub-menu items is clearly illustrated in Applicants' Figure 2 reproduced below.
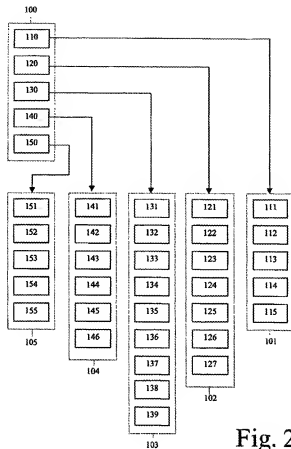

Fig. 2

Figure 2 discloses a main menu 100, menu items 110, 120, 130, 140 and 150, and sub-menus 101, 102, 103, 104, 105 for use in combination with a server 7 illustrated in Figure 1. As can be seen from Applicants' Figure 2, the five menu items 110, 120, 130, 140, and 150 each give access to or are linked to the sub-menus 101, 102, 103, 104, and 105. Sub-menus 101, 102, 103, 104, and 105 each give access to or are linked to the sub-menu items 111-115, 121-127, 131-139, 141-146, 151-155, respectively.

By linking at least some of the menu-items (110, 120, 130, 140, and 150) each with at least two sub-menu-items (101, 102, 103, 104, and 105), whereby in response to a first menu-

item code originating from the mobile phone, sub-menu-items signals are generated and sent to the mobile phone, each for displaying at least a part of a sub-menu-item of a first menu-item on the display. These sub-menu-items (101, 102, 103, 104, and 105) are displayed either in addition to the first menu-item (for example by pasting and/or with an overlap) or by replacing the first menu-item, the Internet portal is offered to the mobile phone in an overview-friendly way.

As Applicants explain, with at least most (preferably all) of sub-menu-items 111-115 of first menu item 110 being personalized, and with at least most (preferably all) of the sub-menu-items 121-127 of the second-menu-item 120 being non-personalized, the user is guided through the menu dependently upon user's needs, and gets a well sorted overview. Applicants' Specification at Page 8.

Applicants describe personalized menu items with respect to menu item 110 and non-personalized menu items with respect to menu item 120. For example, Applicants describe menu item 110 as offering personalized services and is called "my services", with sub –menu- item 111 corresponding with a user's personal page and being named "my page" and allowing access to this page, with sub menu item 112 corresponding with a first service and being named "link to CP A" and allowing access to this service, with sub-menu-item 113 corresponding with a second service and being named "link to CP B" and allowing access to this service. *See, e.g.*, Applicants' Specification at Page 8 - 9.

And menu-item 120 is described as offering non-personalized services and is called "all services", with sub-menu-item 121 corresponding with newsflash information and being named "news-weather-sports" allowing access to this service, with sub-menu-item 122 corresponding with financial information and being named "finance" and allowing access to this service. *See, e.g.*, Applicants' Specification at Page 8 - 9.

By personalizing at least most of the sub-menu-items of the first menu –item (with the first menu-item for example dealing with personal services and for example being named "my services"), with at least most of the sub-menu-items of the second menu-item being non-personalized (with the second menu-item for example dealing with general services and for example being named "all services"), the overview-friendly internet portal has become user friendly. A user may now be guided through the menu dependently upon the user's needs (the need for personalized services or non-personalized services), while also having a well-sorted overview. Applicants' Specification Page 3, Lines 3-23.

One aspect of the presently claimed invention is that based on the insight, that known portals (such as that disclosed in United States Patent No. 6,199,077 previously discussed) offered to personal computers cannot be offered to mobile phones, and is based on the basic idea, inter alia, that when the two-dimensional surface is limited, one should go into the third dimension (sub-menus) by using basic distinguishing features (such as personalized items versus non-personalized items). Applicants' Specification Page 3, Lines 24-30.

Applicants' presently claimed invention is generally directed to such a user-friendly portal that emphasizes a server that offers an internet portal comprising a menu comprising menu-items and linked sub-menu items to a mobile terminal. For example, presently pending independent claim 1 has now been amended to expressly recite a server for offering an internet portal comprises "a menu comprising menu-items and linked sub-menu items to a mobile terminal."

And in an attempt to further clarify the presently claimed invention over the cited references, Applicants have amended independent claim 1 to now expressly recite "a generating module for generating, in response to a first menu-item code, sub-menu-item signals each for

displaying at least a part of a sub-menu-item <u>linked to</u> a first menu-item on said display, and for generating, in response to a second menu-item code, sub-menu-item signals each for displaying at least a part of a sub-menu-item <u>linked to</u> a second menu-item on said display." (emphasis added). The remaining independent claims, claims 12, 22, 23 24 and 25, recited similar limitations.

B.   *Kanefsky 750 Does Not Anticipate Applicants' Presently Pending Claims*

Kanefsky 750 does not anticipate Applicants' presently pending claims. Specifically, Kanefsky 750 fails to teach or suggest at least the following:

1.   a receiving module for receiving an activation signal <u>where the activation signal comprises a menu-item code defining a menu item</u>;

2.   a generating module for generating, in response to a first menu-item code, sub-menu-item signals each for displaying at least a part of <u>a sub-menu-item</u> <u>linked to</u> a first menu-item on the display, and for generating, in response to a second menu-item code, sub-menu-item signals each for displaying at least a part of <u>a sub-menu-item</u> <u>linked to</u> a second menu-item on said display; and

3.   at least most of the sub-menu-items of the first menu-item <u>being personalized</u>, and with at least most of the sub-menu-items of the second menu-item being <u>non-personalized</u>.

A.   <u>**Kanefsky 750 Fails to Disclose Applicants' Activation Signal**</u>

Kanefsky 750 appears generally directed to methods and systems for accessing information over wireless links. Kanefsky 750 ¶ [004]. Kanefsky 750 explains these methods and systems by stating that, as a consumer navigates about a menu displayed at the wireless device, i.e., issues various navigation instructions, the wireless server can receive one or more

search parameters from the wireless device. A search operation based on the one or more search parameters can then be performed and the wireless device can then navigate about an existing menu or generate a second menu based on the search. Kanefsky 750, Abstract.

The pending Final Office Action states that at Paragraphs 28 Fig. 2: 122, 50, 57, 58, and 62, Kanefsky 750 discloses Applicant's presently claimed "receiving module" and "activation signal." Specifically, the pending Final Office Action states that Kanefsky 750 discloses:

> d.   a receiving module for receiving <u>an activation signal</u> from said terminal for activating a menu-item (par. 0028, Fig. 2: 122), which
>
> e.   <u>activation signal comprise a menu-item code (i.e. identifier, par. 0050, 0057, 0058) defining a menu-item</u>, wherein at least some of said menu-items each are linked to at least two sub-menu items (par. 0062: "number of URLS").

February 25, 2008 Final Office Action at Page 3 (emphasis added). Applicants respectively traverse.

As discussed above, Applicants' presently claimed server expressly recites "a receiving module for receiving an activation signal form said terminal for activating a menu-item, which activation signal comprises a menu-item code defining a menu item." Applicants respectively suggest that Kanefsky 750 fails to teach or suggest an activation signal that comprises "a menu-item code defining a menu item."

Kanefsky 750 discusses a controller 210 that can controllably receive "an initiation signal" from a wireless device and provides this initiation signal to the memory 220 and the deck manager 240. Importantly, Kanefsky 750 explains that this "initiation signal contains an identifier" but that this identifier only relates to "a particular consumer and/or wireless device." Kanefsky ¶ 49. Kanefsky 750 then explains that the deck manager 240 receives the initiation signal and extracts the enclosed identifier. Using this identifier, the deck manager 240 extracts "information relating to the wireless device from the subscriber database 260." In other

embodiments, the exemplary subscriber database 260 can contain an assortment of information on each applicable wireless device, "such as the wireless device's display size and resolution." Kanefsky ¶ 50. Therefore, unlike Applicants' presently claimed invention, Kanefsky 750 fails to teach or suggest an "activation signal comprising a menu-item code." Rather, what the presently pending Office Action recites as Applicants' presently claimed "activation signal" (*i.e.*, the initiation signal of Kanefsky 750) is merely related to a particular consumer or a particular wireless device. The "identifier" of Kanefsky 750 is not related to a "menu-item" and therefore is not related to a "menu-item code."

Paragraphs 50, 57, 58, and 62 of Kanefsky 750 fail for similar reasons. For example, in Paragraph 57, Kanefsky 750 states that once the deck manager 240 has received appropriate information from the deck database 270, the deck manager 240 provides one of the "pre-existing menus" to the wireless device. Alternatively, the deck manager 240 can create and organize a new menu using information from both the deck database 270 and the subscriber database 260. Kanefsky 750 ¶ [0057]. Paragraph 58 of Kanefsky 750 describes that the server 130 can monitor and report every navigation operation that the consumer performs and how the consumer can navigate among multiple folders and whether certain special command buttons are activated. Kanefsky 750 ¶ [0058].

And in Paragraph 62, Kanefsky 750 merely mentions an alternative to providing messages and that a particular response by a consumer can alternatively take the form of a script. According to Kanefsky 750, such script can take the form of a series of coordinated operations directed to performing useful tasks. Kanefsky 750 ¶ [0062]. In the cited portions of Kanefsky 750, there is simply no mention of this script being used as a sub-menu item linked to anything, much less a menu-item code. The same is true for Paragraphs 57, 58, and 62 in Kanefsky 750.

B.   **Kanefsky 750 Fails to Disclose A Generating Module**

The following statement is provided in the presently pending Final Office Action:

> As the applicant does not explicitly define the specific implementation of a
> "generating module," then given the context of the claim language the likely
> reasonable interpretation of such a generating module could be a hardware
> component such as a controller (Fig. 2, 210) or software module akin to a
> manager or a processor, (Fig. 2, 240, 250) with capability to generate, "in
> response to a first menu-item code, sub-menu item signals each for displaying at
> least a part of a sub-menu item of a first menu item."

February 25, 2008 Final Office Action at Page 6.

Applicants have now revised the currently pending independent claims to clarify a
specific implementation of Applicant's presently recited "generating module."

More specifically, independent claim 1 has now been revised to expressly recite: "a
generating module for generating, in response to a first menu-item code, sub-menu-item signals
each for displaying at least a part of a sub-menu-item <u>linked to</u> a first menu-item on said display,
and for generating, in response to a second menu-item code, sub-menu-item signals each for
displaying at least a part of a sub-menu-item <u>linked to</u> a second menu-item on said display."
Applicants respectively suggest that Kanefsky 750 does not disclose or suggest a sub-menu-item
<u>linked to</u> a first menu-item. Naturally, therefore, Kanefsky 750 does not teach or suggest "a
generating module that generates sub-menu-item signals each for displaying at least a part of a
sub-menu-item <u>linked to</u> a first menu-item on said display."

C.   **Kanefsky 750 Fails to Disclose "Personalized/Non-Personalized Menu-Items"**

Applicants' presently claimed invention also expressly recites that at least most of the
sub-menu-items of <u>the first menu-item are personalized,</u> and with at least most of the sub-menu-
items of <u>the second menu-item being non-personalized</u>. Applicants respectively suggest that

Kanefsky 750 does not teach or suggest such personalized and non-personalized menu items.

For example, as explained above, Applicants describe a personalized menu items with respect to menu item 110 and non-personalized menu items with respect to menu item 120. For example, Applicants describe menu item 110 as offering personalized services and is called "my services", with sub –menu- item 111 corresponding with a user's personal page and being named "my page" and allowing access to this page, with sub menu item 112 corresponding with a first service and being named "link to CP A" and allowing access to this service, with sub-menu-item 113 corresponding with a second service and being named "link to CP B" and allowing access to this service. *See, e.g.*, Applicants' Specification at Page 8 - 9.

And menu-item 120 is described as offering non-personalized services and is called "all services", with sub-menu-item 121 corresponding with newsflash information and being named "news-weather-sports" allowing access to this service, with sub-menu-item 122 corresponding with financial information and being named "finance" and allowing access to this service. *See, e.g.*, Applicants' Specification at Page 8 - 9.

By personalizing at least most of the sub-menu-items of the first menu –item (with the first menu-item for example dealing with personal services and for example being named "my services"), with at least most of the sub-menu-items of the second menu-item being non-personalized (with the second menu-item for example dealing with general services and for example being named "all services"), the overview-friendly internet portal has become user friendly A user may now be guided through the menu dependently upon the user's needs (the need for personalized services or non-personalized services), while also having a well-sorted overview. Applicants' Specification Page 3, Lines 3-23.

Kanefsky 7 does not teach or suggest sub-menu-items of the first menu-item that are

personalized, and with at least most of the sub-menu-items of the second menu-item being non-personalized. Relying on Paragraphs 0036, 0038, 0039, and 0059, the pending Final Office action states that Kanefsky 750 teaches "at least most of said sub-menu-items of said first menu-item being personalized [. . .] and with at least most of said sub-menu-items of said second menu-item being non-personalized." February 25, 2008 Final Office Action at P. 3. Applicants respectively traverse: these paragraphs do not teach or suggest Applicant's presently pending claim limitations.

In paragraph 0036, Kanefsky 750 mentions that a consumer can view a single folder at a time and how this consumer can navigate amongst various folder levels by scrolling about various items. By selecting a folder item, the consumer can navigate upward or navigate downward to either a higher or lower folder. Kanefsky 750 ¶ 36.

Paragraph 0038 discusses how the wireless device 1 or the server 130 can monitor a consumer as the consumer navigates about a menu. These actions can be reported to the server 130 or a memory of the server 130. And in Paragraph 0039, Kanefsky 750 describes that, in response to monitoring the actions of the consumer, the server 130 can perform a number of interactive services to aid the consumer. For example, such a service could include generating messages and having these messages displayed related to the subject matter of the folder and or item. Kanefsky 750 ¶¶ 0038-0039.

And in Paragraph 00059, Kanefsky describes how the desk manager 240 can provide certain responses to the wireless device based on the consumer's navigation information. For example, the desk manage 24 could extract a predetermined message from the message database 20 and provide this message to the wireless device based on the navigation information it receives from the wireless device. Kanefsky ¶ 0059.

To anticipate a claim, "each and every element set forth in the claim [must be] found, either expressly or inherently described, in a single . . . reference." *Vergall Bros. V. Union Oil Co. of California*, 814 F.2d 628, 631 (Fed. Cir. 1987) (M.P.E.P. Section 2131). Consequently, since Kanefsky 750 does not teach or suggest "a receiving module for receiving an activation signal where the activation signal comprises a menu-item code defining a menu item," "a generating module for generating, in response to a first menu-item code, sub-menu-item signals each for displaying at least a part of a sub-menu-item linked to a first menu-item on the display, and for generating, in response to a second menu-item code, sub-menu-item signals each for displaying at least a part of a sub-menu-item linked to a second menu-item on said display," and "at least most of the sub-menu-items of the first menu-item being personalized, and with at least most of the sub-menu-items of the second menu-item being non-personalized," Kanefsky 750 does not anticipate Applicant's presently pending Independent Claims.

Consequently, amended Independent Claims 1, 12, 22, 23, 24, and 25 are allowable for at least all of the reasons stated above. The remaining claims are all dependent on these allowable independent claims and are therefore allowable for at least the reasons stated above.

If there are any matters that may be resolved or clarified through a telephone interview, the Examiner is respectfully requested to contact Applicants' undersigned representative at (312) 913-0001.

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Respectfully submitted,

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